

**WMVP-AM Radio**

Chicago, IL

Quarterly Issues and Programs Report

(3rd Quarter Report, July 1, 2016 – September 30, 2016)

WMVP-AM ascertains the needs, interests and concerns of its community in several ways. First, members of WMVP-AM management, public affairs and programming staff regularly seek out and talk with community leaders and solicit their input on important issues facing the community. Second, management, program talent, and program producers receive constant feedback from listeners by phone, letter and email. Third, the WMVP-AM sales staff interacts daily with the business community. Finally, station management and personnel attend community meetings, hearings and debates, listen to and watch other local cable and broadcast outlets, and read local magazines and newspapers to help inform themselves about issues facing the community. All of these methods of outreach, education and feedback affect the list of community needs and issues to which the station decides to devote particular attention in its programming during a particular quarter.

Issues of importance to the local community are addressed through a variety of programs. WMVP-AM is a talk station, with a special focus on sports. Regular sports programs often include repeated and/or extensive discussions by and among show hosts, guests and callers of issues of special interest to athletes and sports fans, such as domestic abuse, or traumatic brain injuries.

The station also airs a one-hour weekly public affairs show, "Beyond Sports," every Sunday morning. "Beyond Sports," which is broadcast each week from 5:00 to 6:00 AM, is hosted by WMVP-AM Public Affairs Manager, Hannah Stanley. This program often features guests from the local community and from public interest organizations talking about issues of importance to the community. Each week's show focuses on a different issue and features different guests.

To supplement this long-form programming and to further educate listeners about issues of concern to its local community, WMVP-AM airs a wide variety of public service announcements. During the third quarter of 2016, the station donated air time for the broadcast of a total of 6,408 public service announcements on 26 different subjects ranging from adoption to wildfire prevention. All of these public service announcements were either :15, :30 or :60 seconds long and aired at various times of the broadcast schedule.

Finally, WMVP-AM periodically airs local news briefs, and weather reports.

WMVP-AM determined the following subjects to be of particular concern to area listeners during the third quarter of 2016:

**Public Health**

- Down Syndrome**
- Bear Necessities**
- American Heart Association**
- ALS**

**Early Intervention Programs**

- Drug Prevention**
- Autism Support**
- Suicide Prevention**

**Health and Wellness**

- EverWalk**
- Traumatic Brain Injuries**
- Cancer Support**

**Education**

- Back 2 School IL**

**Community Development**

- International Social Change Film Festival**
- Domestic Violence**

Attached is a listing of some of WMVP-AM's most significant treatment of these issues during the third quarter of 2016.

## **PUBLIC HEALTH**

Beyond Sports (local public affairs show) – 08/21/2016, 5am-6am

Topic: **Down Syndrome**

Show Summary: The National Down Syndrome Society sponsors Buddy Walks throughout the country and seven throughout Illinois. These walks promote the acceptance and inclusion of people with Down Syndrome. The Illinois walks are in September and October, which is Down Syndrome Awareness month.

Beyond Sports (local public affairs show) – 09/04/2016, 5am-6am

Topic: **Childhood Cancer**

Show Summary: Bear Necessities works to support local cancer fighters during their treatments by providing them with comforts of home, or items that they need to ease their time at the hospitals. Founded by a family whose son “Bear” lost his fight with cancer, they know first-hand how challenging time away from home can be for the entire family.

Beyond Sports (local public affairs show) – 09/18/2016, 5am-6am

Topic: **American Heart Association**

Show Summary: The American Heart Association Chicago Chapter works with corporations, labeled the “Heart of Chicago” to build teams for the Heart Walk along the lakefront. In addition, the AHA provides training on first-aid, CPR, including the newer version, “Hands-free CPR”, and AED usage to the public.

Beyond Sports (local public affairs show) – 09/25/2016, 5am-6am

Topic: **ALS**

Show Summary: The University of Illinois at Chicago is conducting a study regarding PEG tube nutrition and respiratory function in ALS. The ALS Association Greater Chicago Chapter works to help patients and families of those with ALS by funding studies designed to improve the care of those effected.

## **EARLY INTERVENTION**

Beyond Sports (local public affairs show) – 07/17/2016, 5am-6am,

Topic: **Drug and Alcohol Abuse Prevention**

Show Summary: Educating youth of the dangers of drugs and alcohol can help to prevent them from having addiction issues later. The older a person is before have their first alcoholic beverage, the likelihood of alcoholism drops significantly. The cost of addiction can be large for those suffering as well as the community and prevention helps prevent that as well.

Beyond Sports (local public affairs show) – 08/07/2016, 5am-6am

Topic: **Autism Support**

Show Summary: With the increase in the amount of autism, early intervention programs are becoming more and more important. Proven to greatly improve a child’s development starting as early as 2 years old, local organizations such as HAVE Dreams, can provide support needed to find the programs best suited to help each child.

Beyond Sports (local public affairs show) – 08/14/2016, 5am-6am

Topic: **Suicide Prevention**

Show Summary: The Out of the Darkness Walk is approaching, coinciding with Suicide Prevention Month. The AFSP puts together these walks to educate the public of risk factors and warning signs, research and programs, and outreach to those who have lost someone to suicide.

## **HEALTH AND WELLNESS**

Beyond Sports (local public affairs show) – 07/03/2016, 5am-6am

Topic: **EverWalk**

Show Summary: Famed distance swimmer Diana Nyad has a new initiative she is taking across America called EverWalk. EverWalk is a movement designed to spark an epic revolution and get Americans outdoors and walking.

Beyond Sports (local public affairs show) – 07/10/2016, 5am-6am

Topic: **Traumatic Brain Injuries**

Show Summary: Occurring every 17 seconds, traumatic brain injuries are not just something our military and athletes are dealing with. Research at the American Brain Foundation has developed new concussion protocols and ways to work to “fix” damage done by TBIs.

Beyond Sports (local public affairs show) – 07/31/2016, 5am-6am

Topic: **Cancer Support**

Show Summary: Imerman Angels is celebrating 10 years of providing free one on one support to cancer fighters by survivors of the same type of cancer. What began as a local Chicago organization has become global with connections throughout the world.

## **EDUCATION**

Beyond Sports (local public affairs show) – 07/24/2016, 5am-6am

Topic: **Back 2 School Illinois**

Show Summary: Back 2 School Illinois works with the school systems, local military groups, community groups, YMCAs, and others, to identify low-income or otherwise in need students and provide them with the essential supplies to be better prepared for the year. Additionally, B2SI has initiated a physical fitness “boot camp” program to educate students on nutrition and exercise and follow their progress throughout the year.

## **COMMUNITY DEVELOPMENT**

Beyond Sports (local public affairs show) – 08/28/2016, 5am-6am

Topic: **Chicago Social Change Film Festival**

Show Summary: Community activist Todd Belcore works to bridge gaps between the community and our police force and government. This work has led to the founding of the International Chicago Social Change Film Festival, highlighting documentaries and films with a message to educate and encourage social change in our community.

Beyond Sports (local public affairs show) – 09/11/2016, 5am-6am

Topic: **Domestic Violence**

Show Summary: Domestic Violence is frequently a hidden problem, experienced by more than 12 million women and men each year in the United States. The Chicago area has many resources for those that are experiencing this, need to escape a dangerous situation, or would like help or counseling.

**PSAs played in support of the above topics as well as others on WMVP-AM during  
July 1, 2016 – September 30, 2016:**

| <b>PRIMARY CATEGORY</b>   | <b># of PSA's</b> | <b>LENGTH OF PSA</b> |
|---|-------------------|----------------------|
| ADOPTION FROM FOSTER CARE   | 363               | 60                   |
| AUTISM AWARENESS  | 12                | 30                   |
| AUTISM AWARENESS  | 361               | 60                   |
| BUZZED DRIVING  | 357               | 60                   |
| CAREGIVER ASSISTANCE  | 12                | 30                   |
| CHILDHOOD ASTHMA  | 12                | 60                   |
| CHILDHOOD OBESITY PREVENTION  | 9                 | 10                   |
| DISCOVERING NATURE  | 3                 | 15                   |
| DISCOVERING NATURE  | 385               | 30                   |
| DISCOVERING NATURE  | 12                | 60                   |
| ENERGY EFFICIENCY   | 12                | 60                   |
| FATHERHOOD INVOLVEMENT  | 359               | 60                   |
| FINANCIAL LITERACY  | 2                 | 15                   |
| FINANCIAL LITERACY  | 363               | 60                   |
| FOOD SAFETY EDUCATION   | 2                 | 15                   |
| FOOD SAFETY EDUCATION   | 362               | 60                   |
| FORECLOSURE PREVENTION  | 3                 | 15                   |
| FORECLOSURE PREVENTION  | 391               | 30                   |
| HEALTHCARE ENROLLMENT   | 365               | 60                   |
| HIGH BLOOD PRESSURE   | 2                 | 15                   |
| HIGH BLOOD PRESSURE   | 391               | 30                   |
| HUNGER PREVENTION   | 12                | 30                   |
| JOB TRAINING AND EMPLOYMENT   | 2                 | 15                   |
| JOB TRAINING AND EMPLOYMENT   | 367               | 60                   |
| MARCH OF DIMES  | 11                | 60                   |
| PATHWAYS TO EMPLOYMENT  | 386               | 30                   |
| RECYCLING   | 390               | 30                   |
| STROKE AWARENESS  | 12                | 30                   |
| SUPPORTING MINORITY EDUCATION   | 396               | 30                   |
| TEACHER RECRUITMENT   | 2                 | 15                   |
| TEXTING AND DRIVING   | 388               | 30                   |
| UNITED WAY – NAVIGATING AVAILABLE<br>OPPORTUNITIES WITHIN COMMUNITIES | 3                 | 15                   |
| UNITED WAY – NAVIGATING AVAILABLE<br>OPPORTUNITIES WITHIN COMMUNITIES | 367               | 60                   |
| US MARINES  | 11                | 60                   |
| WILDFIRE PREVENTION   | 2                 | 15                   |
| WILDFIRE PREVENTION   | 381               | 30                   |

TOTAL PSAs

6508

